



AIMING HIGH, ACHIEVING HIGHER



Pune Institute of Business Management (PIBM) is one of the top B-Schools in India where our aim is to provide high value business management education to produce educated and skilled Management Graduates. PIBM stands tall amidst B-schools in India because not only does it focus on the highest standards of academics but also trains students with skillsets making them shine in the corporate world.

Established in 2007 and spread across 2.5 Acres, PIBM is strategically located in calm and serene valley on the outskirts of Pune. The PIBM campus ensures students to get a perfect environment for pursuing their management studies and training. PIBM provides Post Graduate courses in Management at Pune campus. Post Graduate Diploma in Management (PGDM) which is an AICTE approved course is the flagship program at PIBM Pune. PIBM also offers Master in Business Administration (MBA) course in affiliation to Savitribai Phule Pune University.

In recent years, PIBM has expanded by opening up Campuses for Graduation Courses - BBA, B.Com & BCA in Solan (Himachal Pradesh), Guwahati (Assam) and Shillong (Meghalaya).

At PIBM, education is not limited to academic accomplishments alone but extends much beyond the mainstream classroom education. Teamwork, problem solving, analytical thinking, creativity, leadership skills, decision making, and goal achievements are areas that are addressed effectively to build flourishing careers in business management. PIBM's objective is to make sure that Students' aspiration meet Industries' demand. We boast of having the unique training methodology in India where the whole curriculum is solely designed only on the basis of requirements of Industry. This helps in bridging the gap between Companies' requirements & Management Graduates' business knowledge.



To make the whole training process Industryfriendly and learning process more practical in approach, PIBM has associated with Industry to understand the Job Roles available in market through association with 300+ companies from diverse sectors. The data gathered is then collated at our hub by Placement & Training cell. The Dean Academics is tasked with conducting a thorough discussion on the data with respective HODs which leads to allocating the Job Profiles to respective Domain departments. Our Academic Council is then tasked with upgrading and updating the Management Curriculum at PIBM as per recommendation by the HODs. Our Academic Council consists of Corporate Heads & the experts from Education Industry.

This process of redesigning the curriculum happens every six months which keeps our training methods updated with latest Industry requirements. The updated curriculum is then

forwarded to all the trainers and subsequently all the students also get the copy of Job Descriptions for various profiles well in advance. This process ensures that every concept during the training process is linked with the Jobs. The next step is training where Corporate Heads from various domains in Industry visit our campus on Corporate Weekends and interact with students to share the practical knowledge on Business Concepts. PIBM is proud to have strong association with 40+ Corporate Panellists and 250+ other Corporate Heads like CEOs, CFOs, Directors, Presidents, VPs, and Heads etc. who continuously train our students.

At PIBM, Quality speaks for itself. Every student of PIBM stands out in the crowd as they are not only equipped with Business Concepts but also the right attitude, competencies, aptitude, communication, skills and personality. The ever-growing number of companies that visit

the campus for placements just reinforces year on year. The number of companies visiting the campus during Placement have outnumbered the total strength of students of the batch long back. The demand of PIBM students in Job market is growing every year. Till date PIBM has produced 3500+ successful Alumni who are placed in top companies at senior management positions as well few as have become an entrepreneur.

# WHY PIBM?

# FOR CORPORATE

# WE KEEP PACE WITH THE CHANGE

PIBM understands how quickly Careers change, Industries change, Demands change and the World change. PIBM is keeping up with this pace by continuously evolving to provide students with need of the hour Knowledge & Skills.

#### WE UNDERSTAND YOUR NEED

PIBM's training DNA is developed on the concept of "Outcome & Competency Based Learning". We focus on training our students by building their Logic & Skills for meeting the precise demands of the Industry by mapping the knowledge & competency with the Job Profiles.

# OUR STUDENTS UNDERSTAND INDUSTRIES

PIBM's training pedagogies - SCPS® (Sector - Company - Product/Service), Comparative Analysis & Experiential Learning ensures that students get intensive exposure to diverse Sectors & Domains through continuous Industry Interactions, Projects, and Visits.

# PIBM HAS COMPREHENSIVE CURRICULUM

PIBM has ensured to make the Curriculum comprehensive by introducing specialized training courses on Industries' most sought profiles & domains such as Commercial Credit, Fundamental Analysis & Technical Research in Equity Research, Investment Banking, Channel Sales, Retail Management, Business Analysis, Digital Marketing, Consulting, PMS, Recruitment etc.





# RANKINGS & RECOGNITIONS



Awarded as Best Emerging Institute in India

MONEY

# 16th

Top B-Schools in India for Finance

# 10th

for Intellectual Capital & Learning Experience 10th for Industry

Interface

## (business)today

# 7th

Top B-Schools in Metros

# 24th

Top B-Schools in Western India

# 47th

Top B-Schools in Future Orientation

## Times 3 School

9<sub>th</sub>

Top Emerging B-Schools in India

# THE WEEK

**29**th

Top B-Schools in Western India

# **Forbes**

Voted as one of the Top 35 Great Indian B–Schools



# DIRECTORS' MESSAGE

The vision of the institute that "Every student passing out from the institute must contribute to the economy of India & whole world by becoming a business leader - either by joining to lead a company or becoming a successful entrepreneur creating employment" entail students undergo character and personality building program. As an institute focusing on providing quality education, we believe in setting up unique training methodologies which gears towards competency and confidence building in the students which in turn increases Employability. We

Mr. Raman Preet
Chairman
PIBM Group of Institutes





believe in building management careers on a solid foundation of Practical & Experience based learning rather than just Classroom Theories. We follow a very simple yet standardized process of training our students where we build Logic and Skills.

#### **BUILDING LOGIC**

For building the perfect logic for understanding Business Management, we have introduced a unique SCPS training model where Faculty and Corporate experts train students with application of Management concepts to various Sectors, Companies and their respective Products or Services. Case Studies are conducted for each concept to understand the practical applications of Business Theories. It is of utmost importance to build the Business Environment in classroom to simulate the practical application of Business Management concepts. So, the training process is furthered by experiential learning where Corporate Heads from specific domains trains students on how to apply the business theories and formulate

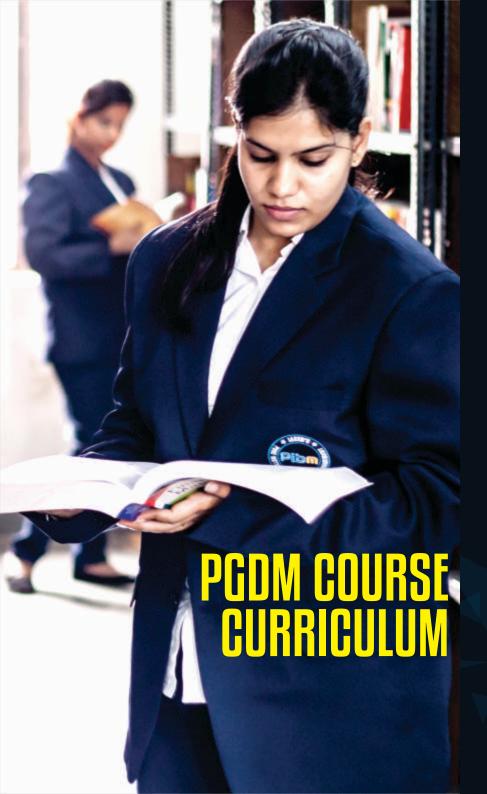
financial models, sales strategies, PMS structures and the like.

#### **BUILDING SKILLS**

Students then get to implement their strategies & models developed during training process at various companies especially those where processes are not implemented yet, during their multiple stints through Live Business Projects & Internships.

Sector understanding enhances student's macro knowledge of industry and strategic thinking while understanding micro specific details about product/service would make them perfect business executor. So, PIBM students have perfect blend of forming business strategy and executing them efficiently and effectively.

We majorly focus on developing the concentration of mind which increases the willpower. Students with this increased concentration and will power, grasps the knowledge and facts quickly and easily. With the training provided and developed skills and concentration, PIBM students achieve their goals. Students spend their time with Mentors who are corporate heads and senior faculty, discussing about doubts and problems they have. In addition to the academic and intellectual input, adequate stress is laid in inculcating the traits of leadership and team spirit in order to facilitate students to realize their full potential. At PIBM, Quality speaks for itself. Every student of PIBM stands out in the crowd as they are not only equipped with Business Concepts but also the right attitude, competencies, aptitude, communication, skills and personality.



#### **SEMESTER 1**

- Ÿ Business Finance-I
- Ÿ Marketing Management
- 🕆 Human Resource Management
- 🕆 Organisation Behaviour
- Ÿ Managerial Economics
- Business Data
- Ÿ Research Methodology
- ÿ Statistics and Probability
- Production & ManufacturingManagement
- Ÿ IT Skills
- Ÿ Aptitude Training
- Ÿ Communication Training

#### **SEMESTER 2**

#### **COMMON**

- Ÿ Macroeconomics
- Ÿ Innovation and Entrepreneurship
- Ÿ Business Finance II
- Operations and Supply Chain Management
- Ÿ Project Management
- **Ÿ** Business Analytics
- Ÿ Excel Intermediate Level

Ÿ Certification - MS Project

#### **FINANCE**

- Security Analysis and Portfolio Management
- Ÿ Cost and Management Accounting
- Project Finance and Financial Modeling
- Ÿ Commercial Credit
- Ÿ Fixed Income Securities
- **Ÿ** Derivatives
- Ÿ Elective Wealth Management
- Ÿ Elective Commercial Banking
- Ÿ Elective Actuarial Science
- Ÿ Elective Business Analysis I

#### **MARKETING**

- Ÿ Sales and Distribution Management
- Ÿ Consumer Behaviour
- Ÿ Market Research
- Ÿ Retail Marketing
- Ÿ E-commerce & Digital Marketing
- ÿ Business to Business Marketing
- 🕆 Elective Pre-Sales
- Elective Channel Management FMCG, Consumer Durables,

#### Automobile

- Ÿ Elective Retail Management
- Ÿ Elective Retail Banking

#### **HUMAN RESOURCES**

- 🕆 Performance Management System
- **Ÿ** Recruitment and Selection
- Ÿ Labour Law
- Ÿ Compensation and Benefits
- Ÿ Organisation Development
- Ÿ Elective Talent Acquisition
- Ÿ Elective JD Designing
- Ÿ Elective Organization Structuring

#### **OPERATIONS MANAGEMENT**

- Ÿ E-commerce
- Ÿ Operations Research
- Ÿ Total Quality Management
- 🕆 Service Operations Management
- Ÿ Project Management
- 😮 Supply Chain Management

#### IT AND ITES MANAGEMENT

- Ÿ E-commerce
- Ÿ Digital Marketing Analytics
- ÿ Management Information System
- IT Enabled Service OperationsManagement
- Ÿ Project Management
- Ÿ Enterprise Resource Planning

# BUSINESS ANALYTICS AND INTELLIGENCE

- Ÿ E-commerce
- Sectorial Analytics I: BFSI, Health Care, Telecom
- Management Information System & Enterprise Resource Planning
- Business Intelligence Tools I: MS Excel and SPSS
- Marketing Research Analytics
- Ÿ Data Warehousing

#### **SKILL**

- Ÿ Aptitude
- Ÿ Communication

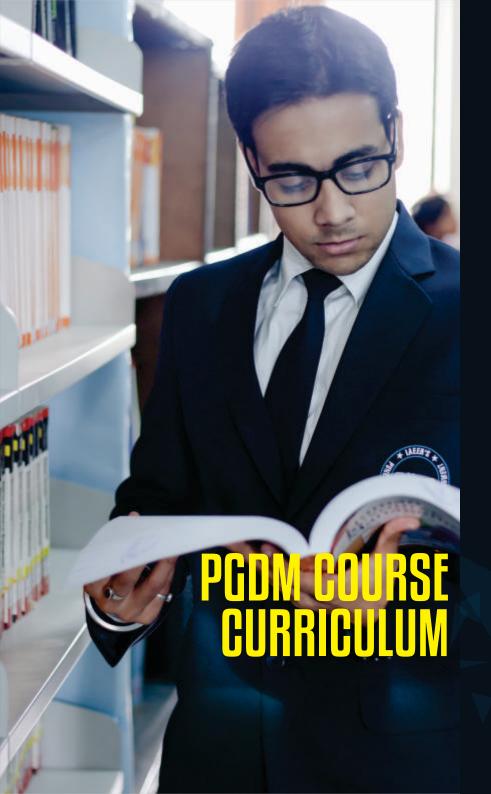
#### **SEMESTER 3**

#### **COMMON**

- ÿ Strategic Business Management
- 🕆 Legal Aspects of Business
- Ÿ Certification ERP by SAP
- Ÿ Certification Six Sigma (Green Belt)

#### **FINANCE**

- Ÿ Advanced Financial Management
- Ÿ Financial Markets and Institutions
- Ÿ Taxation
- Security Analysis and PortfolioManagement 2
- Ÿ International Finance
- ϔ Equity Research
- Ÿ Elective Commercial Banking
- 🕆 Elective Fund Management
- Elective Business Analysis II Banking, Insurance



#### **MARKETING**

- Ÿ Pricing Management
- ϔ Brand Management
- Ÿ Marketing Analytics
- ÿ Services Marketing
- 🕆 Integrated Marketing Communication
- 🕆 Sales and Negotiation Management
- 🕆 Elective Retail Management II
- Elective Channel Management Paint, FMCG, Steel
- Elective Customer Relationship Management

#### **HUMAN RESOURCES**

- Ÿ HR Analytics
- Ÿ HR Information System
- 🕆 Talent Management -1
- Designing HR policies
- ϔ 🛮 International HRM
- Ÿ Industry Relations
- Ÿ Elective JD Designing & Recruitment
- 🕆 Elective Talent Management II
- Ÿ Elective HR Budgeting
- F Elective Excel in HR
- ÿ Elective Business Ethics in HR

#### **OPERATIONS MANAGEMENT**

- Ÿ E-commerce
- 🕆 Materials Management
- 🕆 Maintenance Management
- Ÿ Management Information System
- Ÿ International Logistics
- Ÿ Logistics Management

#### IT AND ITES MANAGEMENT

- Pre-Sales and Bid & Commercials Management
- ÿ Business Process Re-engineering
- ÿ Business Intelligence
- **r** Total Quality Management
- Ÿ Planning and Control of Operations
- ÿ Information Security

# BUSINESS ANALYTICS AND INTELLIGENCE

- Business Forecasting and Optimisation
- Ÿ Internet of Things
- Business Intelligence Tools II: SAS, R, Tableau and QlickView
- 😮 Big Data: Hadoop Python

- Ÿ Operations Research
- Sectorial Analytics II: Media, FMCG/CD and E-commerce

#### **SKILL**

- Ÿ Aptitude
- **Ÿ** Communication

#### **SEMESTER 4**

#### **COMMON**

Ÿ Corporate Governance

#### **MARKETING**

- Ÿ Rural Marketing
- Ÿ Cases in Marketing
- Ÿ International Marketing

#### **FINANCE**

- Ÿ Project Finance -2
- Ÿ Mergers & Acquisitions
- Ÿ Cases in Finance

#### **HUMAN RESOURCES**

- Ÿ Global HR
- Ÿ Talent Management -2
- Ÿ Cases in HR

#### **SKILL**

- Ÿ Communication
- Ÿ Aptitude
- Ÿ Final Project

#### **OPERATIONS MANAGEMENT**

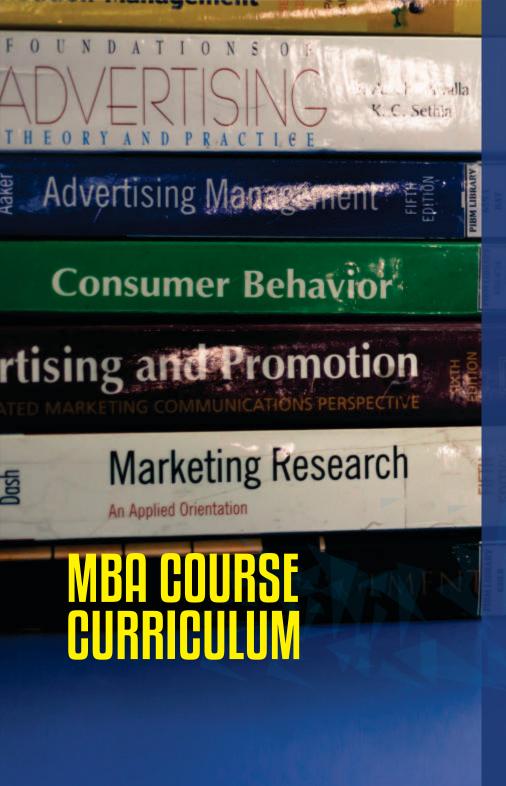
- Ÿ Management of R&D and Innovation
- ϔ Operations Strategy and Design
- ÿ World Class Manufacturing Practices

#### IT AND ITES MANAGEMENT

- Ÿ Service Management/Delivery
- Innovation through InformationTechnology
- Ÿ Design for extreme affordability

# BUSINESS ANALYTICS AND INTELLIGENCE

- Ÿ Functional Analytics
- Ÿ Live consulting project
- Ÿ Advanced Analytics Models



#### **SEMESTER 1**

- Ÿ Organisation Behaviour
- ÿ Basics of Marketing
- 🕆 Legal Aspects of Business
- Ÿ Accounting for Business Decision
- Economics Analysis for Business
- Business Research Methodology
- Personality Development (Internal)
- Business Communication (Internal)
- ÿ Fundamentals of Management (Internal)
- MS Excel & Advanced Excel (Internal)
- Ÿ Cyber Security (Quarter Credit)
- 🕆 Human Rights (Quarter Credit)
- r Aptitude Training
- **r** Communication Training

#### **SEMESTER 2**

- Ÿ Marketing Management
- 🕆 Financial Management
- Ÿ Human Resource Management
- Operations and Supply Chain Management
- ö
   Decision Science
- ÿ Management Information System
- 🕆 Emotional Intelligence
- Ÿ Life Skills
- Computer Aided Personal Productivity Tools
- Ÿ Industry Analysis
- v Introduction to Cyber Security II
- ϔ Human Rights II
- ϔ Aptitude Training
- Ÿ Communication Training

#### **SEMESTER 3**

#### **COMMON**

- 😮 Strategic Management
- Enterprise PerformanceManagement

Startup and New ventureManagement

#### **MARKETING**

- Ÿ Contemporary Market Research
- 🕆 Consumer Behaviour
- Ÿ Product Management
- Ÿ Integrated marketing communications
- Ÿ Personal selling Lab
- ÿ Marketing of Financial Services 1

#### **FINANCE**

- Ÿ Direct Taxation
- Financial System of India , Markets and Services
- ÿ Banking Operations I
- ÿ Financial Instruments & Derivative
- Ÿ Corporate Financial Restructuring
- Equity Research, Credit Analysis & Appraisal.

#### **HUMAN RESOURCES**

- Ÿ Labour & Social Security Laws
- Human Resource Accounting & Compensation Management
- Ÿ Human Resource Information System
- Ÿ Lab in Job Design & Analysis
- Ÿ Lab in Training
- Ÿ Lab in Recruitment & Selection

#### **SKILL**

- Ÿ Aptitude
- Ÿ Communication

#### **SEMESTER 4**

#### **COMMON**

- Ÿ Managing for Sustainability
- Ÿ Dissertation

#### **MARKETING**

- Ÿ Services Marketing
- 🕆 Sales and Distribution Management
- Ÿ Retail Marketing
- Ÿ International Marketing

#### **FINANCE**

- indirect Tax
- Ÿ International Finance
- ϔ Banking Operations II
- Ÿ Financial Risk Management

#### **HUMAN RESOURCES**

- Ÿ Employment Relations
- Strategic Human ResourceManagement
- Organizational design and Development
- Ÿ Lab in Industrial Relations

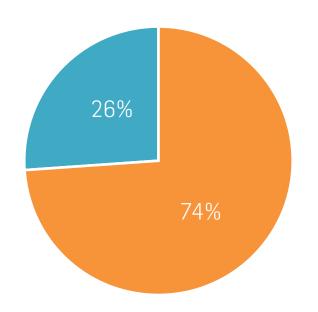
#### **SKILLS**

- Ÿ Communication
- Aptitude

# Gender Ratio (Batch 2015-17)

Female - 67

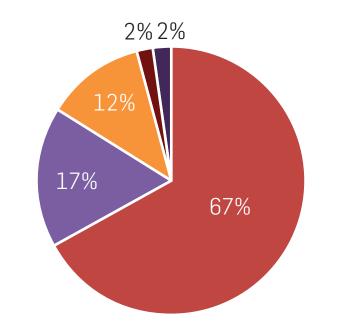
Male - 193



# Specialization

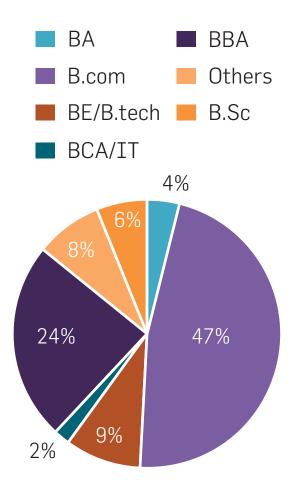
(Batch 2015-17)





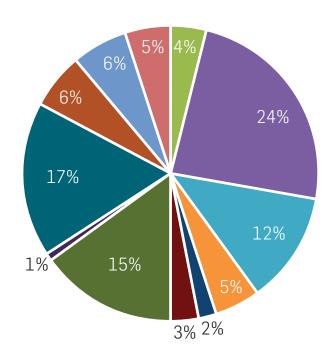
# Graduation Profile

(Batch 2015-17)



# Placement Sectorwise

(Batch 2014-16)



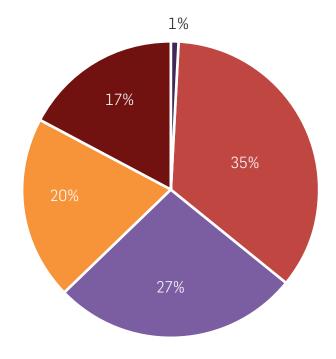
Banking
IT & ITES
BFSI
Logistics
Consulting
Manufacturing
Ecommerce
Real Estate
Education
Retail

Telecom

**FMCG** 

# Package Details

(Batch 2014-16)



3.5LPA-4LPA

■ 4LPA-5LPA

5LPA-6LPA

6LPA-8LPA

Above 8LPA

Minimum- 3.5LPA

Average- 5LPA

Highest- 14LPA

































































































































































































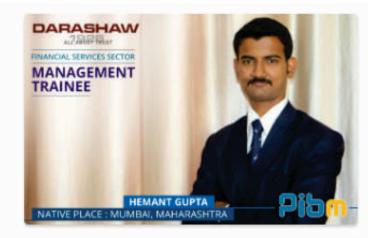


























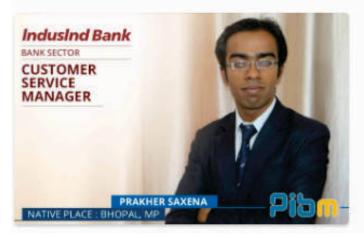














































































































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